

MEMORANDUM

TO: APC Ordinance Committee
FROM: Kathy Lind, Senior Planner
SUBJECT: Business Park Signage
DATE: May 28, 2020

At the March meeting, this discussion was on “integrated centers” and the definition of integrated centers and how big these centers would need to be to have an “integrated center sign”. But that wasn’t what initiated the conversation. What started the discussion was the currently under construction Sagamore Commons major subdivision on the west side of Sagamore Parkway West, north of Applebee’s. This development is not an integrated center. The main difference is most integrated centers, Tippecanoe Mall, the Pavilions, Market Square, and University Square for example, do not have public streets running through them. Sagamore Commons is being platted with public streets dividing the commercial lots for sale. Instead of changing the definition of “integrated centers” to make Sagamore Commons fit, staff decided to start from scratch with a definition of a new entity: a “business park” with a new type of sign: a “gateway directory sign”.

The owner of Sagamore Commons was looking for a sign to be erected on Sagamore Parkway West, that advertised the businesses located off-site but within the commercial subdivision. The sign would be 253 square feet and 30’ in height with the supporting structure clad in brick. The developer also wanted limits placed on individual freestanding signage within the commercial subdivision; staff agreed that our current sign section was too generous in allowing multiple freestanding signs. (As evidenced by the CVS on 18th and Union – which if not a PD would have been allowed to have four freestanding signs, or the Speedway station at Creasy and SR 38 with two freestanding signs just 30 feet apart.)

The proposal (attached) creates definitions for a business park and for a gateway directory sign. The definitions also put limits on freestanding signage within a “business park” by requiring them to be monument signs, of no more than 25% of the signlot’s allotment of signage. All other signage per lot would be required to be fascia signs on the face of the building. It also for the first time places a limit on the sign calculation worksheet: any business (not just within a business park) with three or four street frontages would only get to include a maximum of two in the sign calculations. Finally, it places a limit on the number of allowed freestanding signs to 1 per standalone business unless the total of all street frontages equals 2000’ or more. In that case a second freestanding sign is allowed but only on a different street than the first sign.

The previous discussion regarding integrated center signage showed that there is some necessary tightening needed of these regulations as well. But addressing the Sagamore Commons signage question concerns needed to be fast-tracked.

BUSINESS PARK. A commercial subdivision with internal public streets, containing more than two lots, the limits of which are created by the approved preliminary plat, with a **gateway directory sign** located near the main entrance from the perimeter arterial street, that advertises the businesses located on the lots within the subdivision. In addition to advertising on the **gateway directory sign**, businesses within a business park may have no more than one **monument sign** equal to 25% of the business's total allotment of signage located on its **sign-lot**. All other signage for businesses within the business park shall be fascia signage. A business park is not an **integrated center**.

GATEWAY DIRECTORY SIGN. A sign located at the main entrance of a **business park** that advertises the businesses located within a commercial subdivision. A minimum of 25% of the sign's supporting structure shall be composed of brick, masonry, or stone. The name of the **business park** shall comprise at least 20% of the total sign area of the gateway directory sign. The size and height of a gateway directory sign is as described in Section 4-8 below. A gateway directory sign may only be erected within a sign easement.

Gateway Directory Sign calculations

Sign area equals:

Zonal Base Rate	x	Property area factor	x	Road speed limit factor
40 sq.ft.		10 acres or smaller = 1.5		40mph or less = 1.5
		Over 10 acres = 2.5		45mph or more = 2.5

Sign height maximum:

Sign Area	Sign Height
100 square feet or less	20'
101 to 200 square feet	25'
Over 200 square feet	30'

Minimum sign setback is no less than the sign height.

Other proposed changes to allowed signage in general:

- Change the sign worksheet formula found in Appendix D-2, "Calculating Maximum Sign Area for a Sign-lot" to include up to 2 frontages only instead of including all frontages as shown below:

Step 1: Calculate A x B x C x D (for every frontage **not to exceed two**) = E

- Change 4-8-6 Number per Sign-Lot...of Individual Freestanding Signs. Currently 1 freestanding sign is permitted per road frontage in the commercial zones. This proposal would place a limit on the number of freestanding signs:

Maximum Number of freestanding signs Permitted per Sign-Lot: **1 (unless the total of all street frontages exceeds 2000', then a second freestanding sign on a different road frontage than the first, is permitted in a commercial zone or for an institutional use in a residential or rural zone.)**